



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

**To: David Scholefield, Chairperson
Tourism Development Commission**
From: Karen Churchard, Tourism & Events Director
Date: September 19, 2017
Subject: Scottsdale's Museum of the West – Education on Western Heritage

City staff is requesting \$500,000 from the Tourism Development Fund to support the continuation and growth of Scottsdale's Museum of the West's education program in Western Heritage. The award-winning museum features a dynamic mix of innovative and immersive "edutainment" visitor experiences, changing exhibitions of outstanding regional art and cultural material, inspiring educational programming, and entertaining community events.

The museum currently does not have sufficient financial resources to fund the educational activities, including exhibitions, public programming, school group curriculum activities and tours, and community events, without the immediate financial support of the City. Without funding, the educational programs and services would be curtailed limiting the institution's ability to fulfill this important part of their visitor experience. As a result, the Tourism Development Commission is asked to consider this one-time use of bed tax funds for this purpose. Future requests will be considered as part of the budget process.

Examples of exhibitions and educational programming include:

- Canvas of Clay: Seven Centuries of Hopi Masterworks;
- Western Film History Poster Exhibition;
- Taos Society of Artists Founders Exhibit;
- Confluence of Cultures of the American West
- The Western Film: Culture and Concept Series includes full-length screenings of feature films paired with expert commentary by ASU faculty.
- The impact of forest management on Arizona's watershed;
- the art and culture of Japanese internment camps;
- the role of Irish immigrants in the mining industry;
- a series of Smithsonian films highlighting wildlife, land management, national parks, and history;
- an exploration of pop culture through the stories and symbolism that shape our perspectives of the West;
- an instructor-led drawing class in the galleries;
- live artist talks and demonstrations;
- Native American culture and living history (e.g., Hashknife Pony Express, Cowgirls Historical Foundation);
- the premiere of a documentary on the making of a western opera;
- traditional western music and folklore; and
- a popular ongoing series that examines the American West in film and television.